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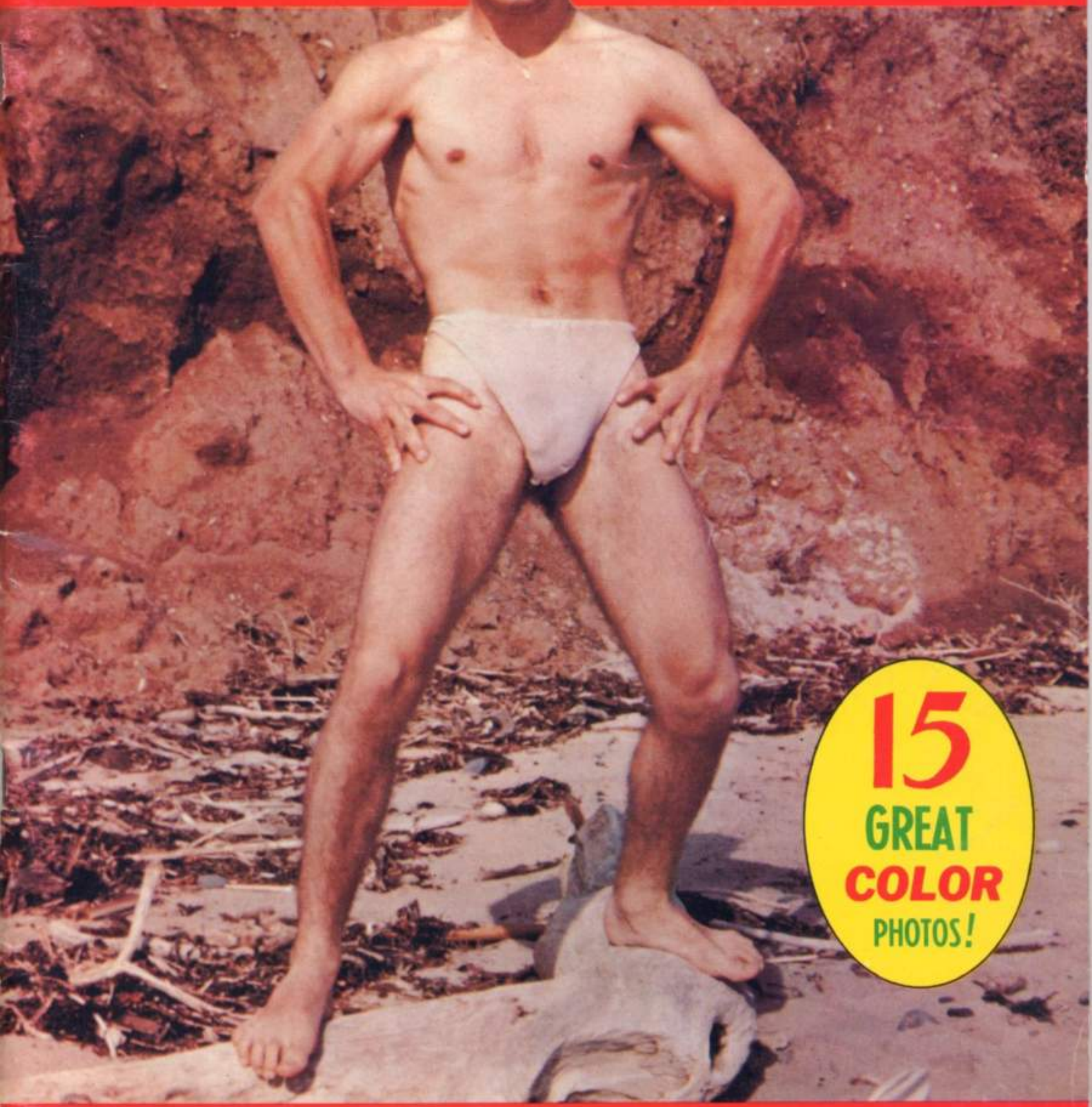
No. 3



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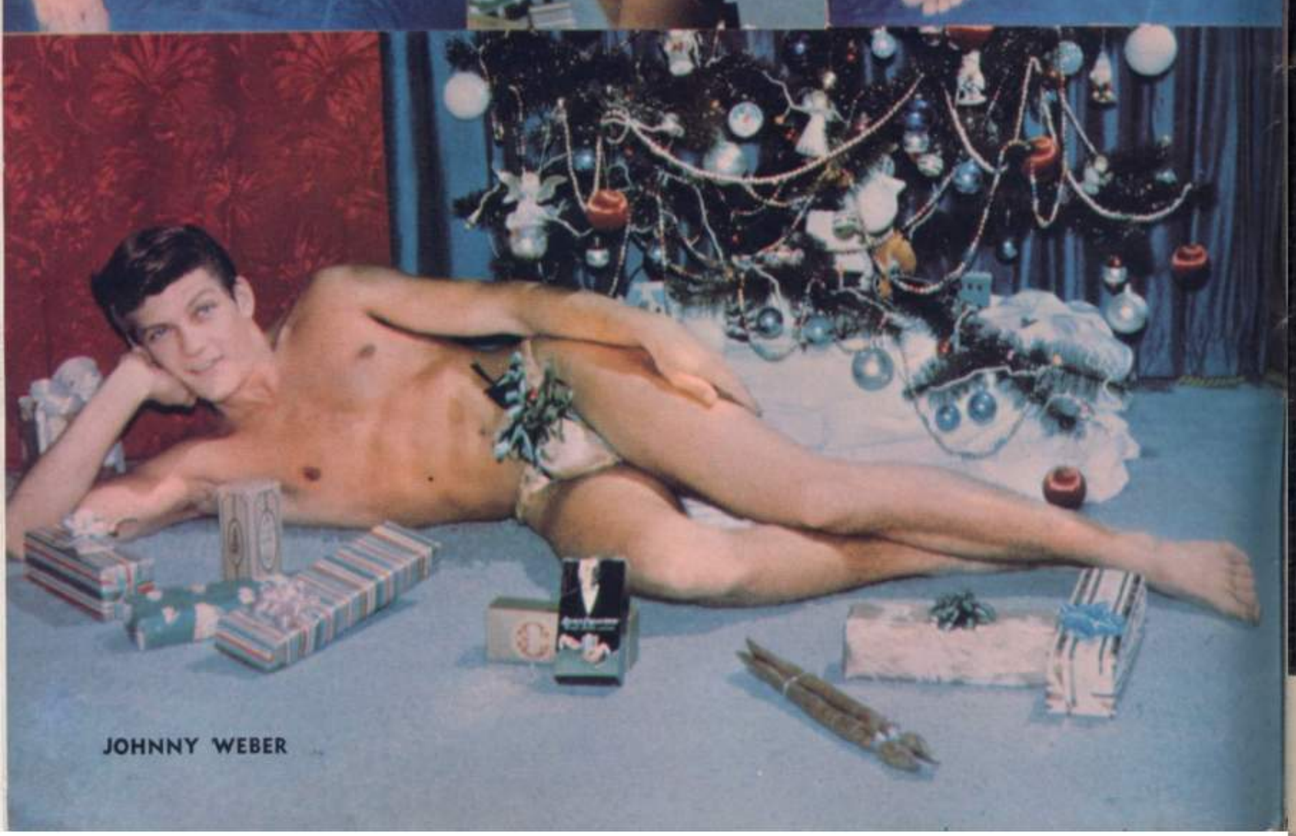
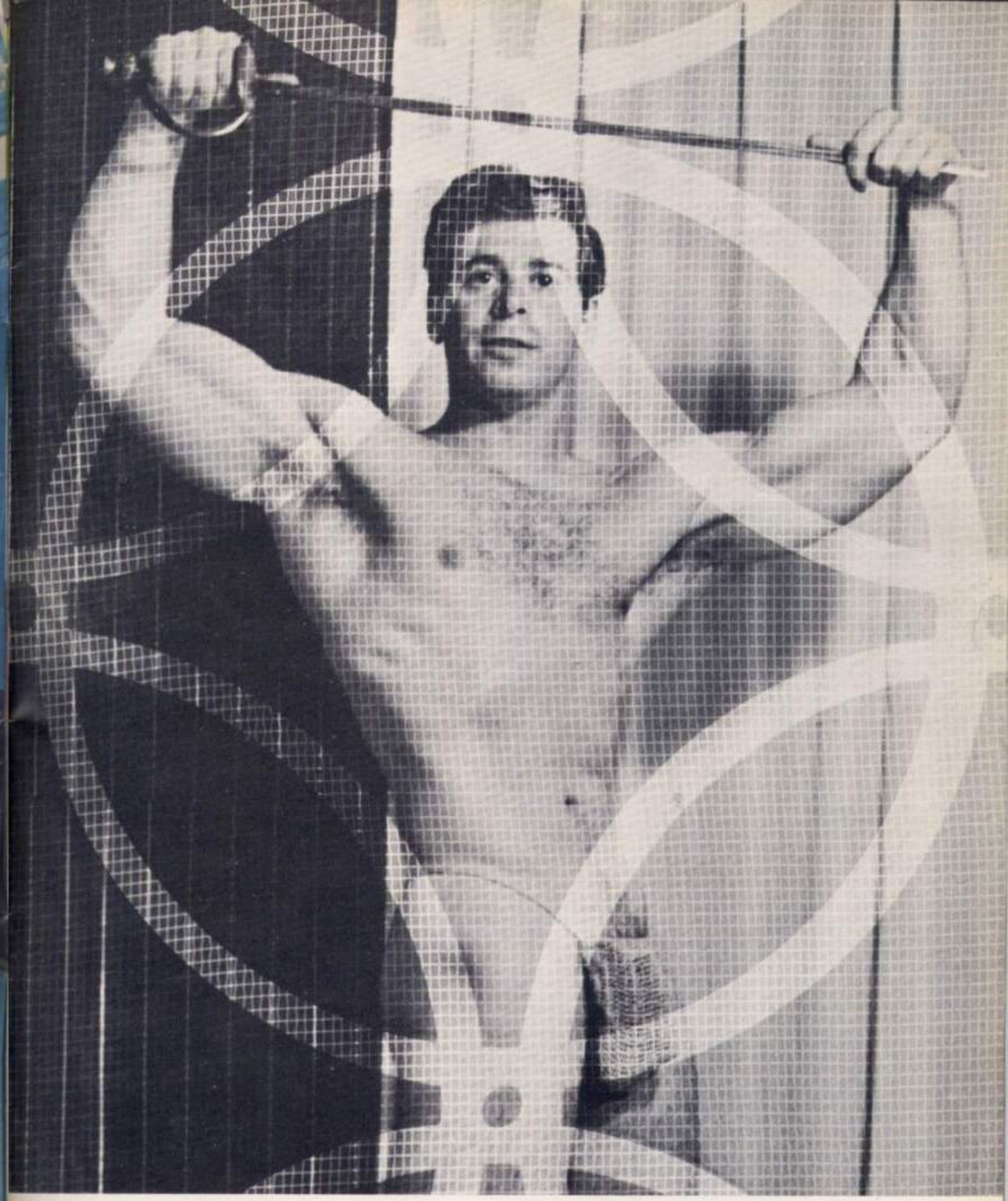


JOHNNY WEBER



A PSYCHEDELIC GORDON CASE

AMERICAN MALE SHOWCASE

SPRING 1968

By

R. A. ENTERPRISES

DICK FONTAINE

DEVON JAXON

YOU, the readers of AMERICAN MALE SHOWCASE, are the most important people in the world to us. We want you to feel that this is your magazine. In 'Showcase' you will find new and different ideas. We hope that we have made 'Showcase' an outstanding physique magazine. We have tried to bring you quality photographs in black and white and in color, with variety . . . . and here and there, a new twist.

We hope that you will enjoy reading it.

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Devon Jaxon

R. A. Enterprises

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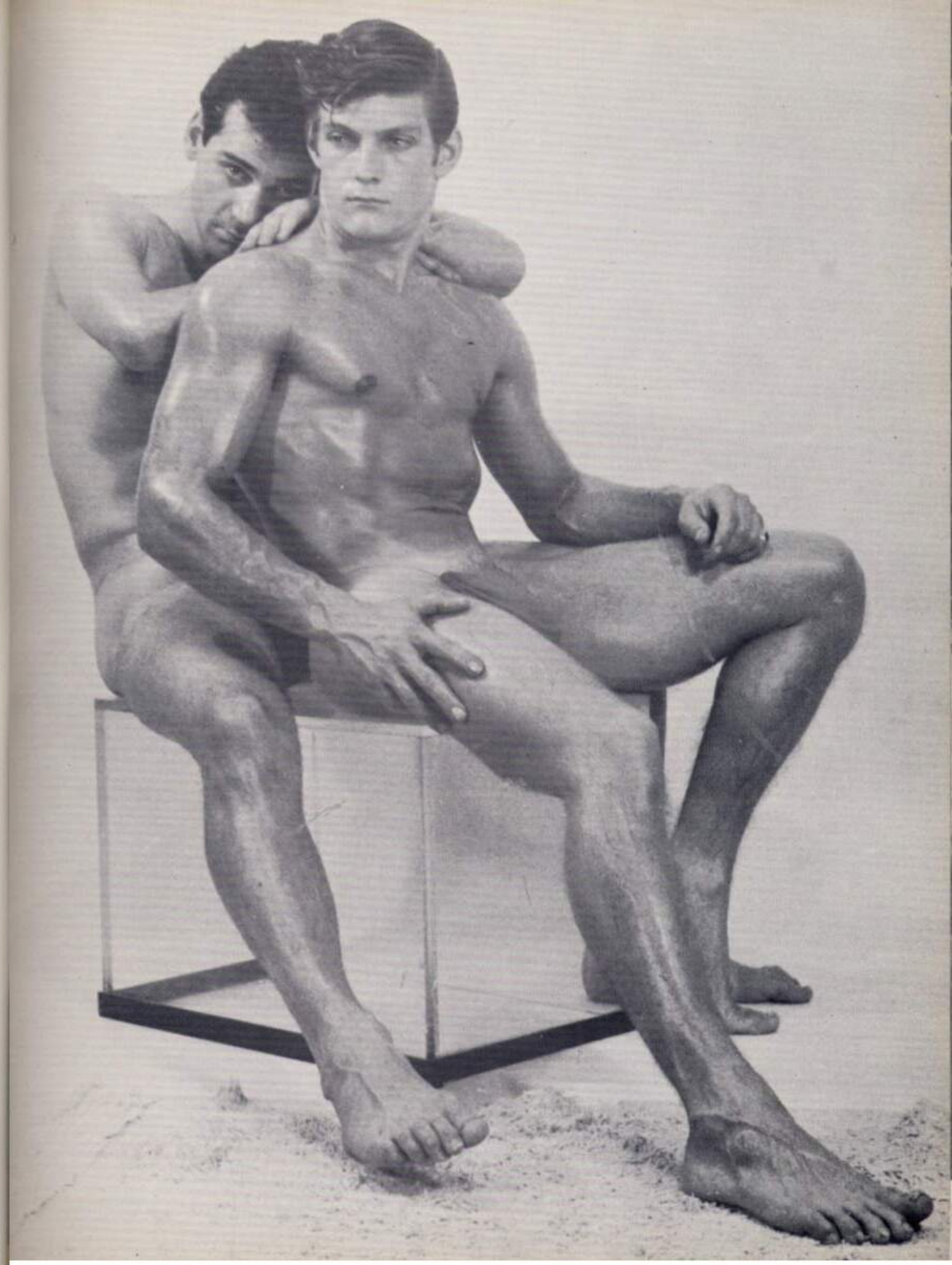
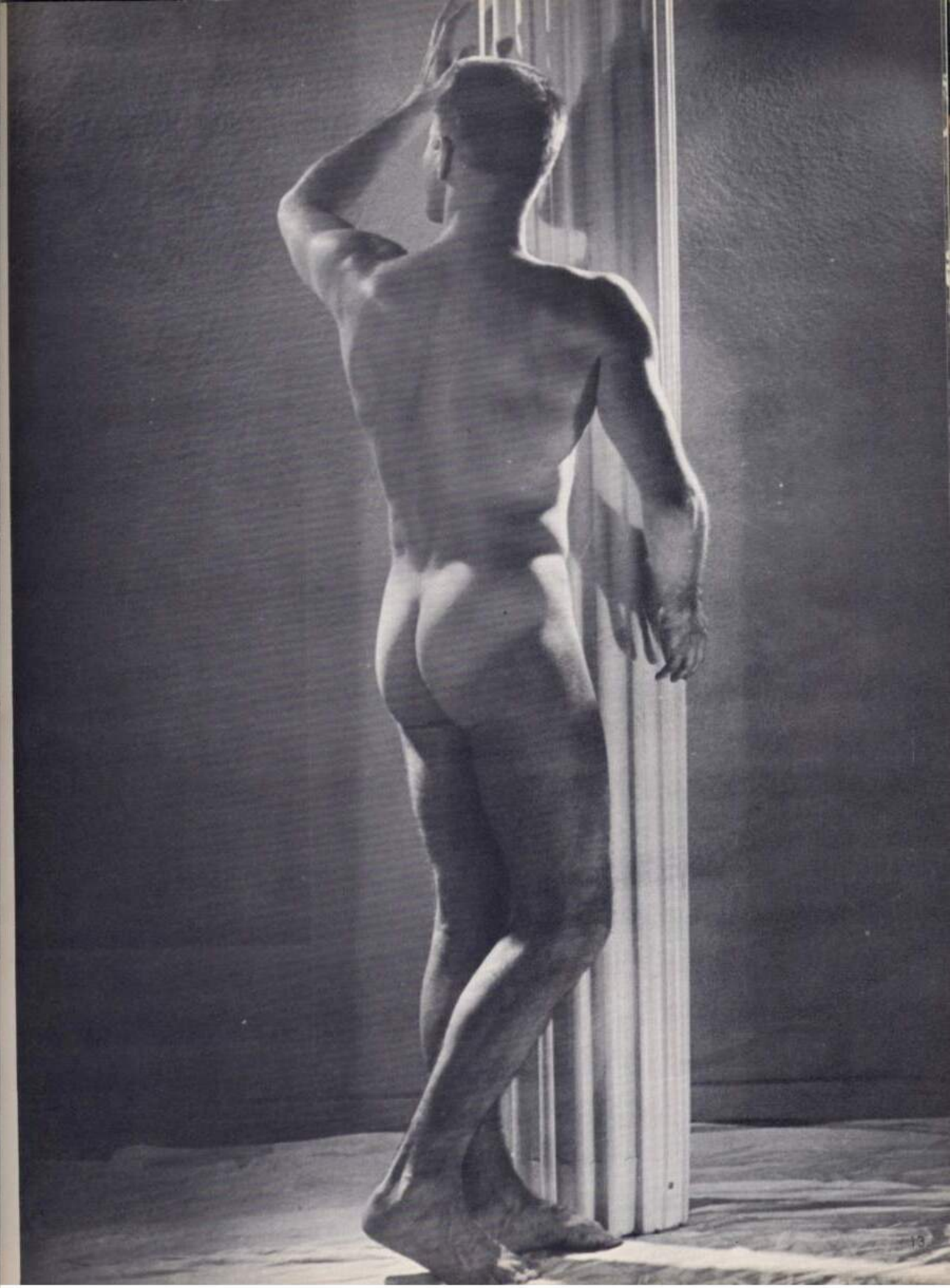


TOM SMITH
AN ALL-AMERICAN NAME
FOR AN ALL-AMERICAN TYPE OF GUY
A FOOTBALL PLAYER BODY
AND THE MIND OF A POET
AN OUTDOOR BOY . . .
INDOORS
MOMENTARILY
FREE AND FRIENDLY
ADMIRED AND ADMIRABLE
YOUR TYPE GUY



JOHNNY PAUCH

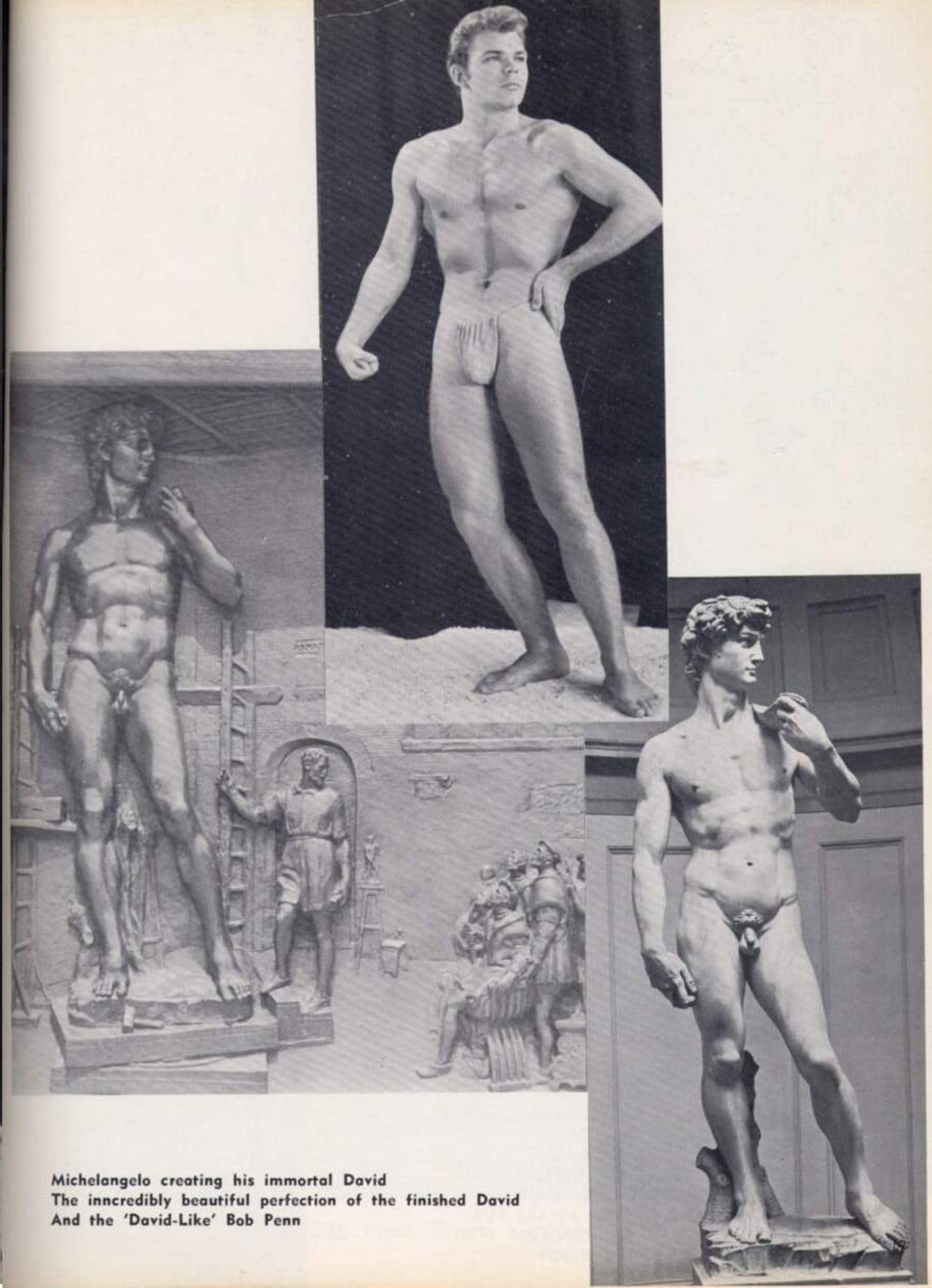
DICKIE BOY

TOMMY TUCKER

Buddy Olson
and Buddy
Jay Lynn

The Psychedelic Bob Penn

Bob Penn



Michelangelo creating his immortal David
The inncredibly beautiful perfection of the finished David
And the 'David-Like' Bob Penn

BOB PENN
THE STRONG, HEALTHY
AMERICAN MALE ANIMAL
FORMALLY POSED AND RELAXED.
VIRILE, MASCULINE BEAUTY
TO SET HEARTS A'FLUTTER.
MENTALLY AS WELL AS PHYSICALLY
WELL DEVELOPED. A MALE PEACOCK,
BUT WARM AND GENTLE, AWARE BUT
NOT CONCEITED. THE KIND OF A
GUY YOU'D LIKE FOR A BUDDY.

Bob Penn Trains Kip Reely

TROY ADEAR
EVERYBODY'S FRIEND
BUT OWNED BY NONE
A STUDY IN CONTRASTS
THE SENSUALITY OF BARE SKIN
AND BEAR
AND
ALL-AMERICAN BOY

Start Now-------!!!

There are a lot of guys that have asked, "Isn't there some kind of routine that you follow when you work out? I'd like to build my body up, but I don't know what to do." Well, my friends, you make up your mind to do something about your physical being . . . that's how you begin. It has got to be important to you, and you have to be serious about it. Otherwise, you may start and then decide that your training interferes with your social life and let the whole thing slide. If that is going to happen with you, then don't bother to waste your time starting. But if you really want to be in top condition, and are willing to put out some effort, and maybe even probably end up with more dates than you can handle. But what is most important, you will feel better than you have ever felt.

I am not going to give you specific routines in this article, because different physical types of individuals need different types of exercises. Your best bet is to join a gym and get help from an experienced instructor who is qualified to handle specific problems. He will be able to give you specific instructions for building up the particular muscle or muscle area that you feel could do with some improvement.

What I will do is give you some general hints on training and physical well being.

First of all, when should you exercise? Well, you should really train a minimum of 3 or 4 times a week to really do much good. And if possible, more often. If your occupation does not require much physical effort from you you should try to exercise 4 or 5 times a week. And of course, you start out doing a minimum if basic exercises so as not to overstrain in the very beginning — if you try to do too much at the very beginning, it can do more harm than good — and adding to your work-outs as you go along, as the exercises become easier for you. Thus constantly stretching and therefore constantly adding to your new muscles.

The best time to work out is in the late afternoon, after school or work, but before your evening meal. Incidently you should always allow at least 2 hours to elapse after a meal before exercising. If it should be impossible for you to set your workout period in the late afternoon, then use the time that you can, that you know will be regular. However, it is not wise to train in the early morning, because your energy is not at its height then. And you should train when you energy is at its highest. Then keep this same time period for your training on succeeding workout days.

After you finished working out, you should take a bath or shower, rubbing your skin briskly, soaping up good, cleaning the pores, getitng rid of the destructive and odor causing bacteria. After the shower, rub yourself with a clean rough towel till your skin tingles. You may think it is ridiculous to dwell so on showers and towels, etc., BUT CLEANLINESS IS IMPORTANT. Everything you wear or use, should be kept clean. And particularly, your body should be kept clean. Dirt breeds disease. Dirt also breeds odors which are extremely offensive to most people. That's why they make deodorants. So, let cleanliness be your guide.

You should have a regular 'work-out' as far as personal hygiene is concerned. Careful grooming of the hair in a manner most attractive to the planes of your face, not looking like a lost sheep dog, is a good way to start. Don't follow the current style or fashion, simply because it happens to be the 'in' thing to do. There is NO one style that is attractive on everyone. So often people think that they are going to be 'different,' they are not going to 'conform.' And in the end, they are conforming to non-conformity and have become enmeshed in the very thing they sought to avoid, and often most unattractively. Have the 'guts' to look your best. Very few people look their best with their hair styled like Prince Valiant or an un-groomed poodle. If you do look good that way, fine, but if you don't, then have the courage to have your hair styled and cut to fit your OWN personality, regardless of the current style rage.

Brushing your teeth and keeping them gleaming clean is important in many ways. Germs breed by the millions in a dirty mouth and proceed on to other areas of the body, doing much harm. And like the TV commercials say, 'kissing sweet breath' is important too. And what is more popular than a winning smile?

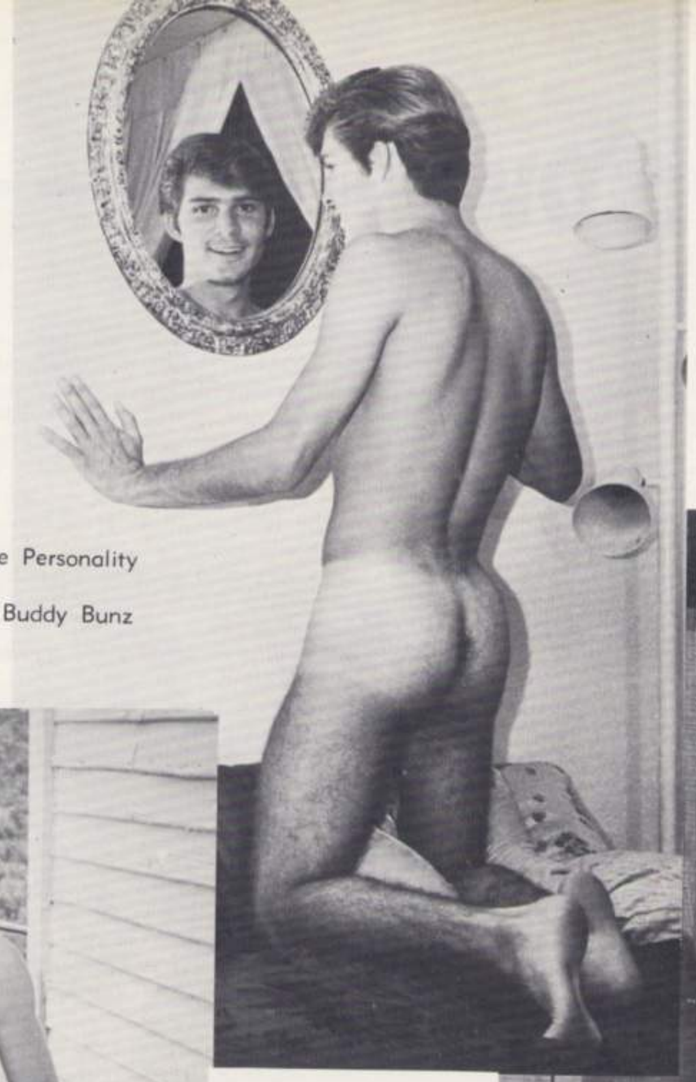
And on top of this, do not forget that you do need rest and relaxation, especially when on a program of building up your body. Most adults need approximately 8 hours sleep. And sleep in a room where fresh air circulates. There is no exact time formula for sleep for all people, just as there is no set exercise program for all people. Different bodies and minds need different amounts of rest. You will know how much you need. Get it. If you don't get enough, it can be most damaging to your health and mental well being. You'll find that you cannot drive yourself at top speed constantly. You must have time to relax and enjoy yourself, as well as having your regular working-out time. Find a hobby you enjoy, take yourself in hand, you will be surprised how pleasurable it can be. Or find something you can do with a buddy, that you can share the pleasure of accomplishment with. It is always more fun doing something with someone else than by yourself alone.

Don't overlook correct diet anytime, but especially when working-out. And don't forget how valuable vitamins and food supplements can be in building a fine body.

And remember, your mind is the master of your body. And to really obtain the best results when working out, 'think' each muscle developing, as you work on it. Concentrate on it getting bigger and bigger. Think power. Let your brain help your body. It can.

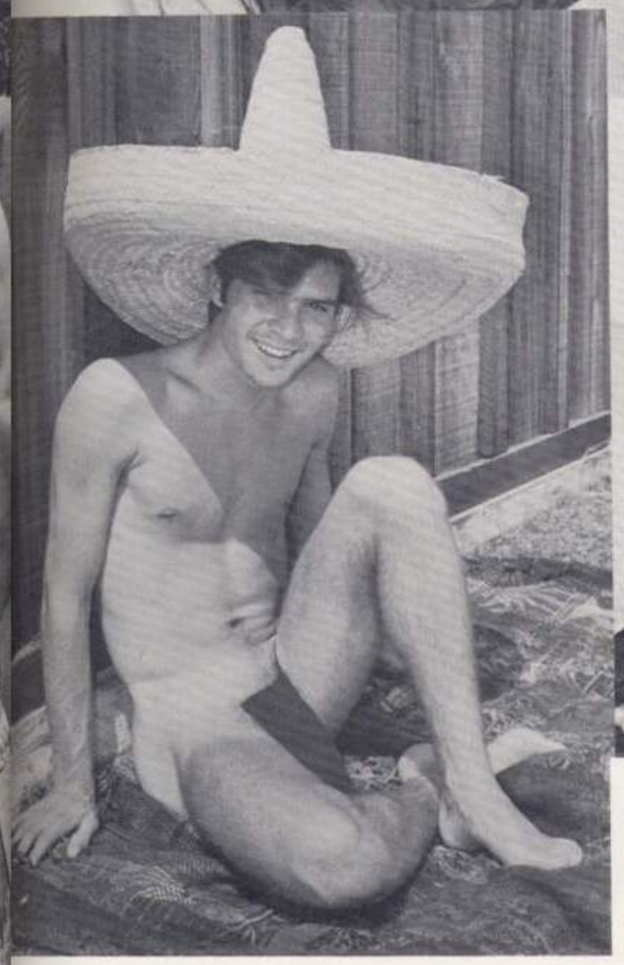
The Many Facets of the Personality Known as

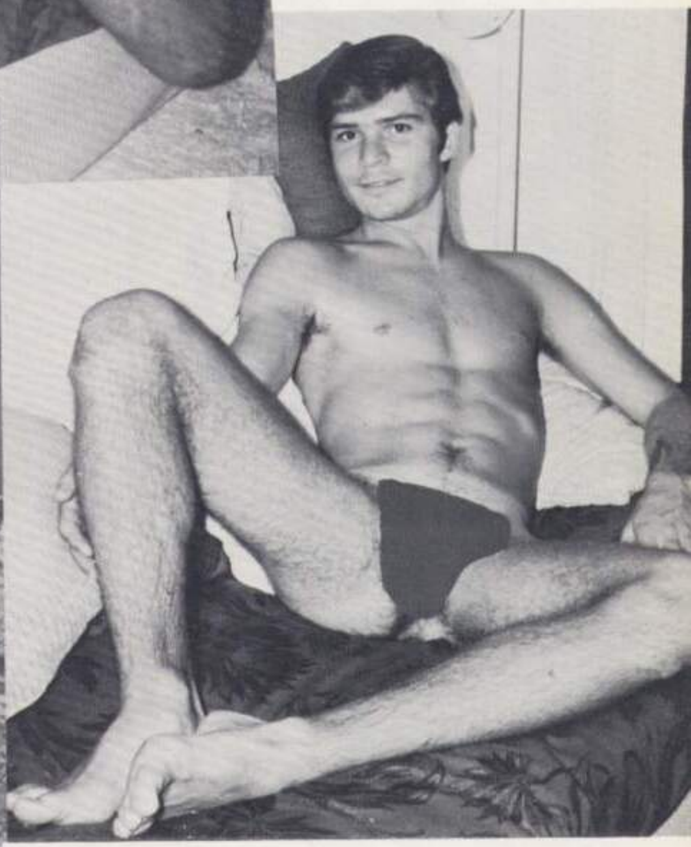
.....Buddy Bunz



. . . The Straight Poseur . . .

. . . The 'Boyish' Buddy





.....The Mischievous Buddy.....

. . . the
wild
gypsy
animal . . .

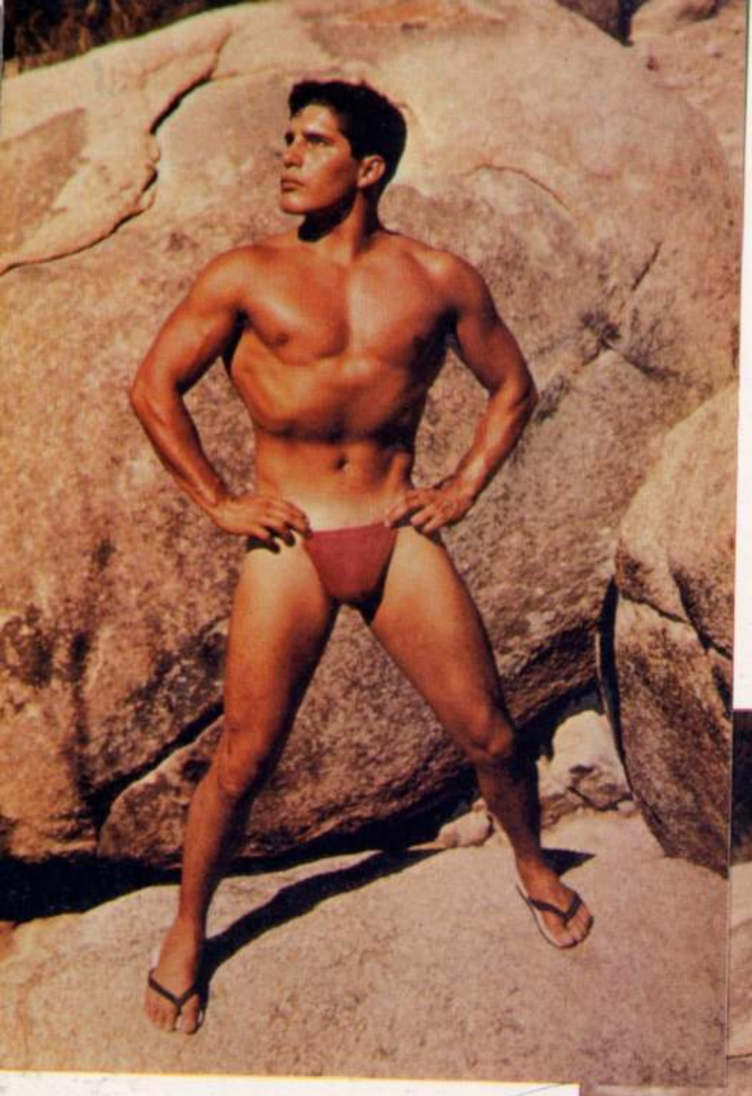
. . . . yearning to be free . . .
(but liking the warmth of luxury more.)

DAVIE DICK

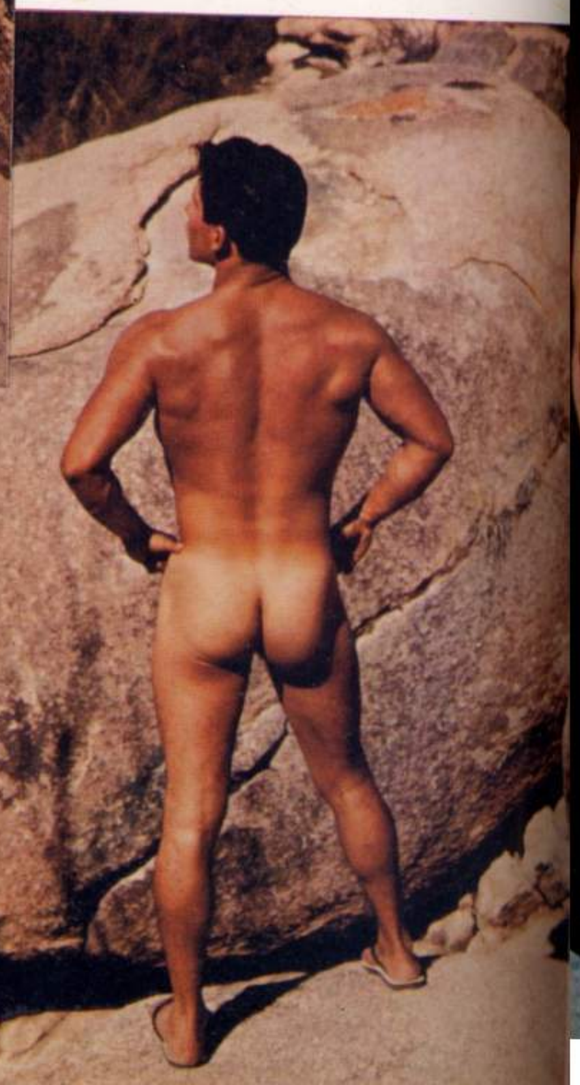
The Rebels
BOB BOWLIN
DON MITCHELL

GORDON CASE

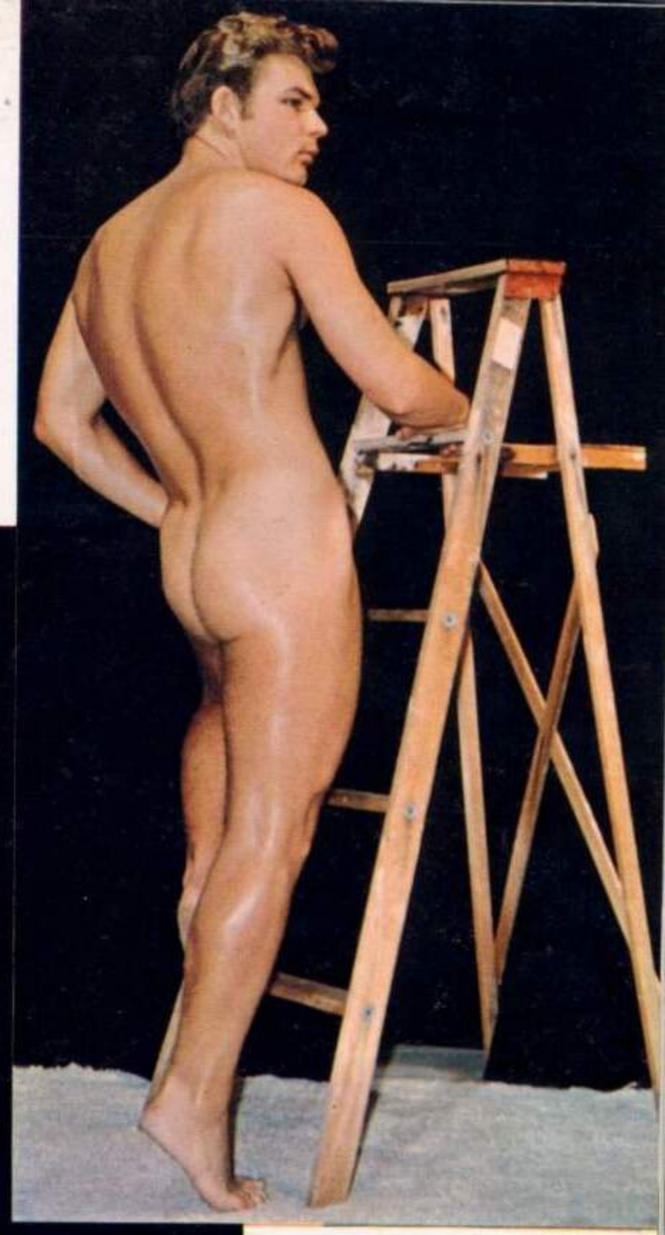
THE AMERICAN SUPERMAN
EXTREMELY DEVELOPED
HARD MUSCLED AND HANDSOME
TAKiNG GREAT PRIDE IN HIS BODY
AS WELL HE SHOULD



LEO NICHOLS



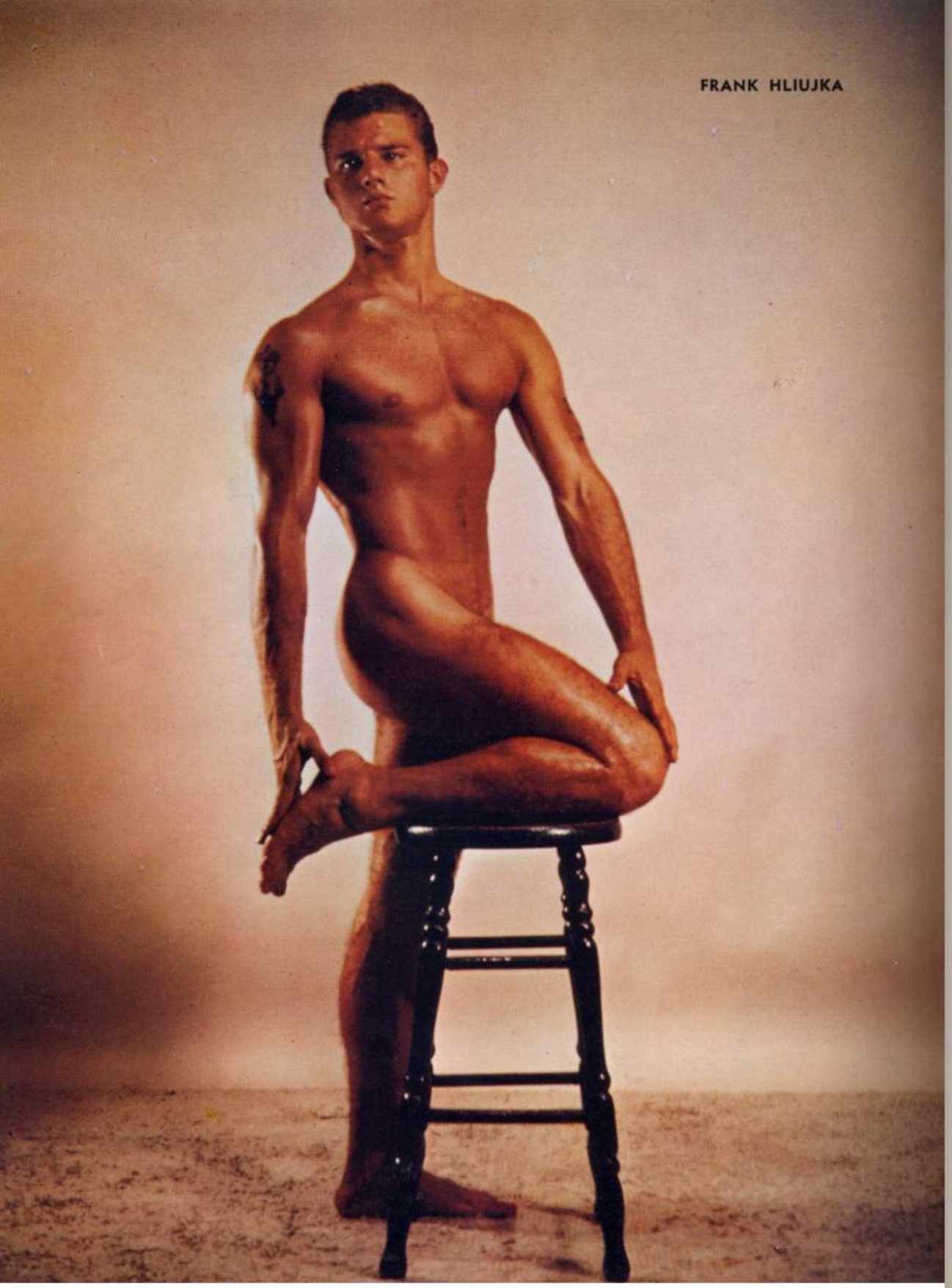
BOB PENN



PHYSIQUE MODELS **MUST** BE THE CLEANEST PEOPLE IN THE WORLD . . .

IT SEEMS THEY ARE **ALWAYS** BEING PHOTOGRAPHED IN TUB OR SHOWER

FRANK HLIUJKA



PAUL REEVES

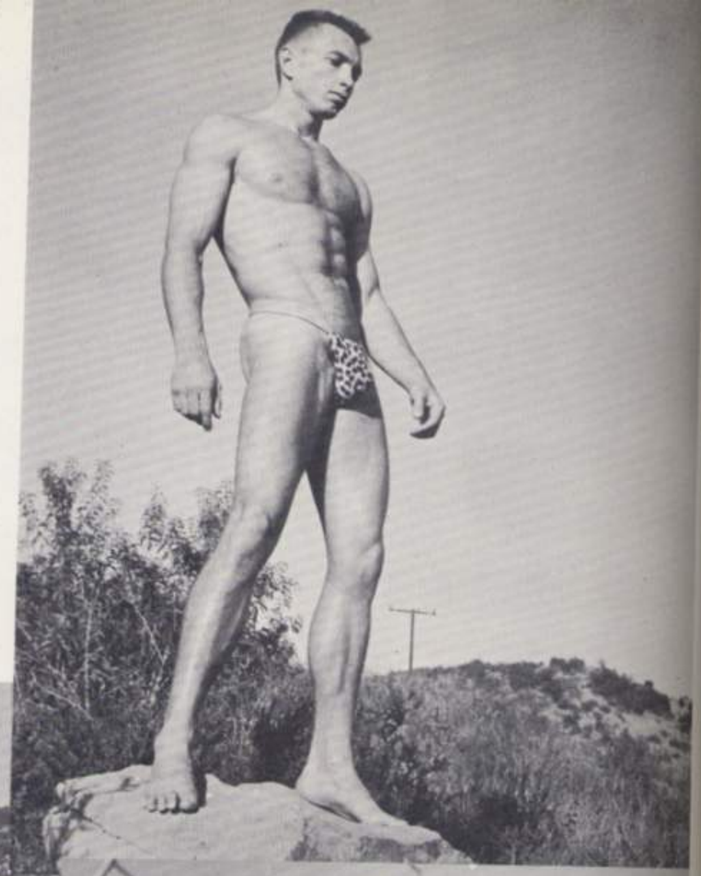
JOHNNY WEBBER

JOHNNY WEBBER
SLEEK AND SUPPLE
A TRUE ARTISTS CONCEPTION
OF PERFECTION
WHAT COULD MICHELANGELO HAVE DONE WITH HIM
WHAT COULD ANYONE DO WITH HIM
WHO IS AN ARTIST OF PERCEPTION
OF SUCH PERFECTION

PADDY . . . THE BOY-MAN
AT THE TENDER AGE OF 15, ENVIABLY DEVELOPED
THE ENRICHMENT OF NOW
AND THE PROMISE OF TOMORROW
THE GLORIOUS BEAUTY OF THE TENDER YOUTH
THE GOLDEN TIME

BRUCE WAYNE

ROUGH AND OH SO READY
TOUGH AND TENDER
PRIDE AND PASSION
SINEWY AND SYMETRICAL
THE INDOOR - OUTDOOR
ADAPTABLE
AMERICAN..MALE

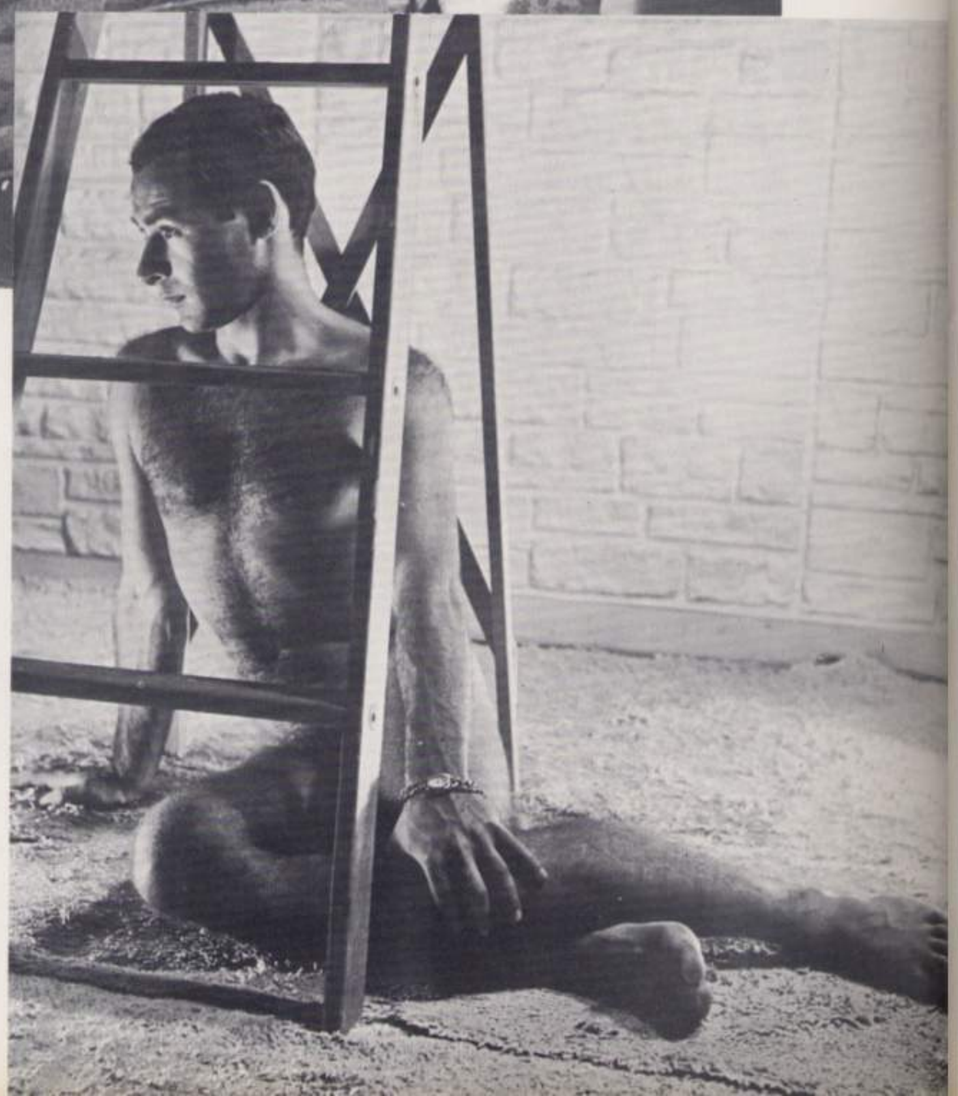


TROY CLARKE

BOB NOTTO

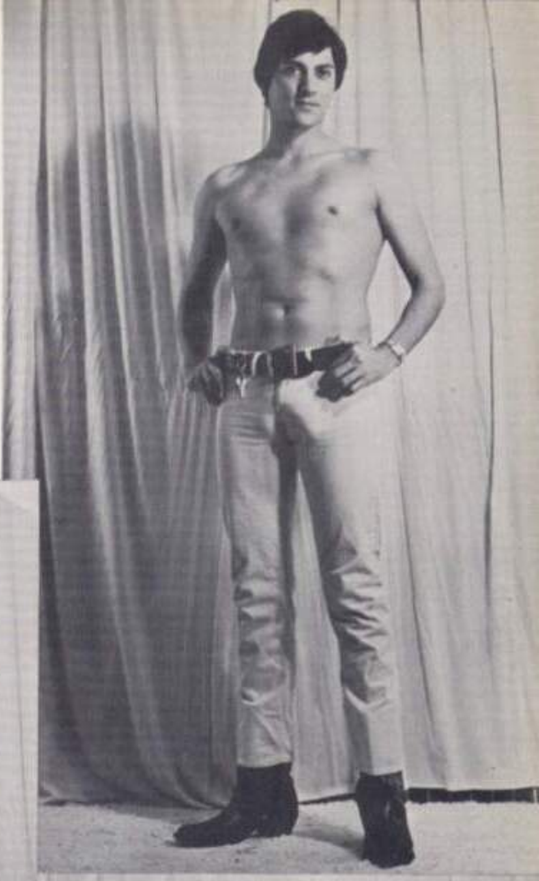
VALENTINO MONROE

FROM DOWN ARGENTINE WAY
OUR SOUTH AMERICAN NEIGHBORS
SENT US
VALENTINO MONROE
THE BEST OF BOTH
A SOUTH-OF-THE-BORDER SWINGER
A GO-GO



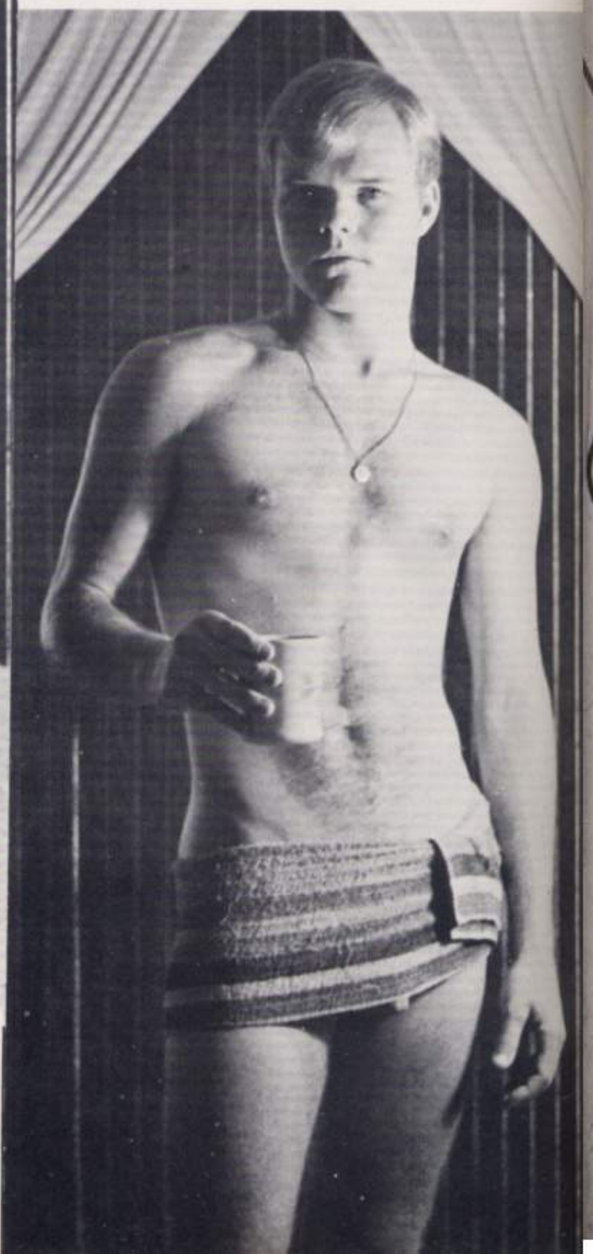
DICK DURANT

PETE LONGE



ENTHUSIASTIC IN EVERYTHING
A STUDY OF YOUTHFUL EXPERIENCE
STRONG, ALERT
HAPPY WITH THE JOY OF YOUTH
THE YOUNG AMERICAN MALE ANIMAL
AS READY AS TOMORROW
AS A LOVER . . . OF LIFE

EX-MARINE WILL NESTLE



WILL NESTLE

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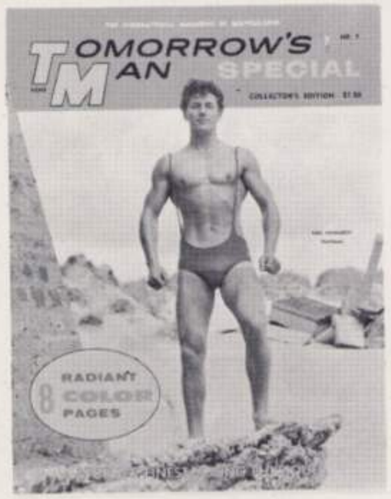

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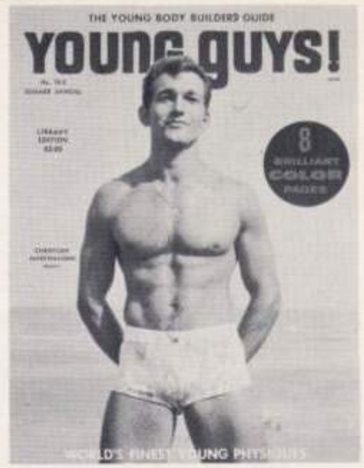

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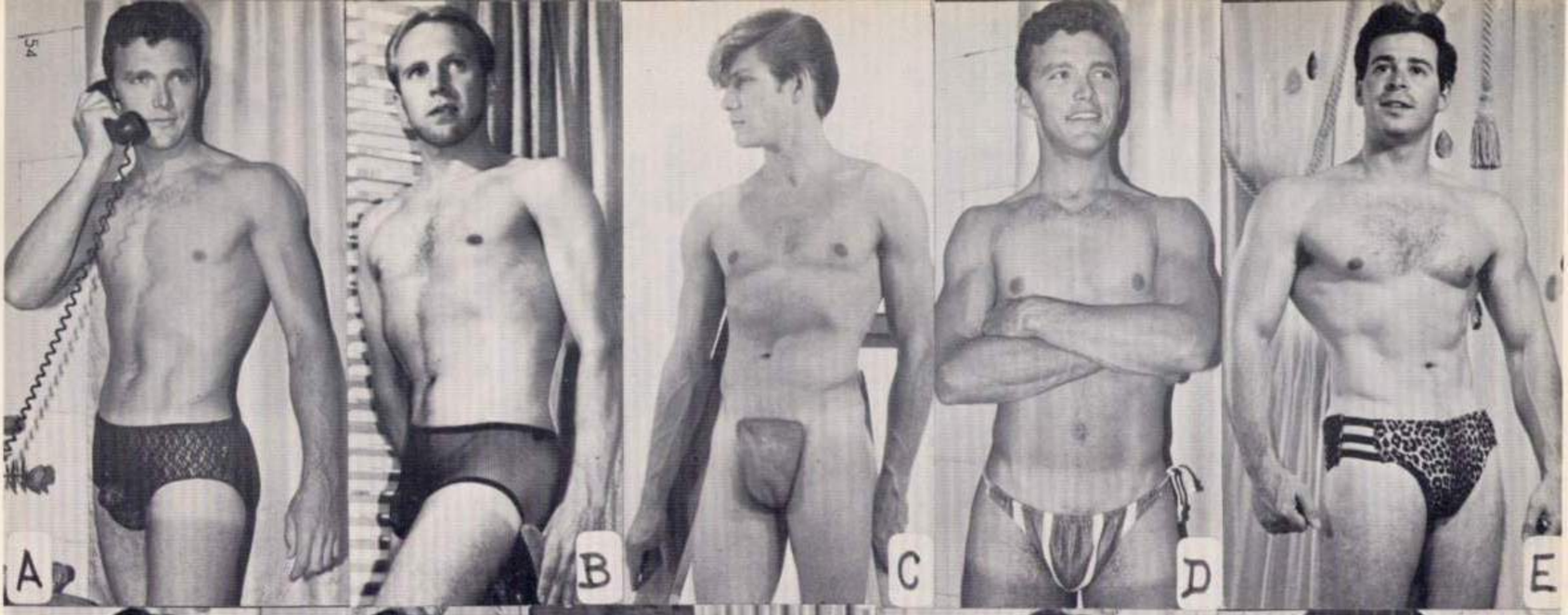

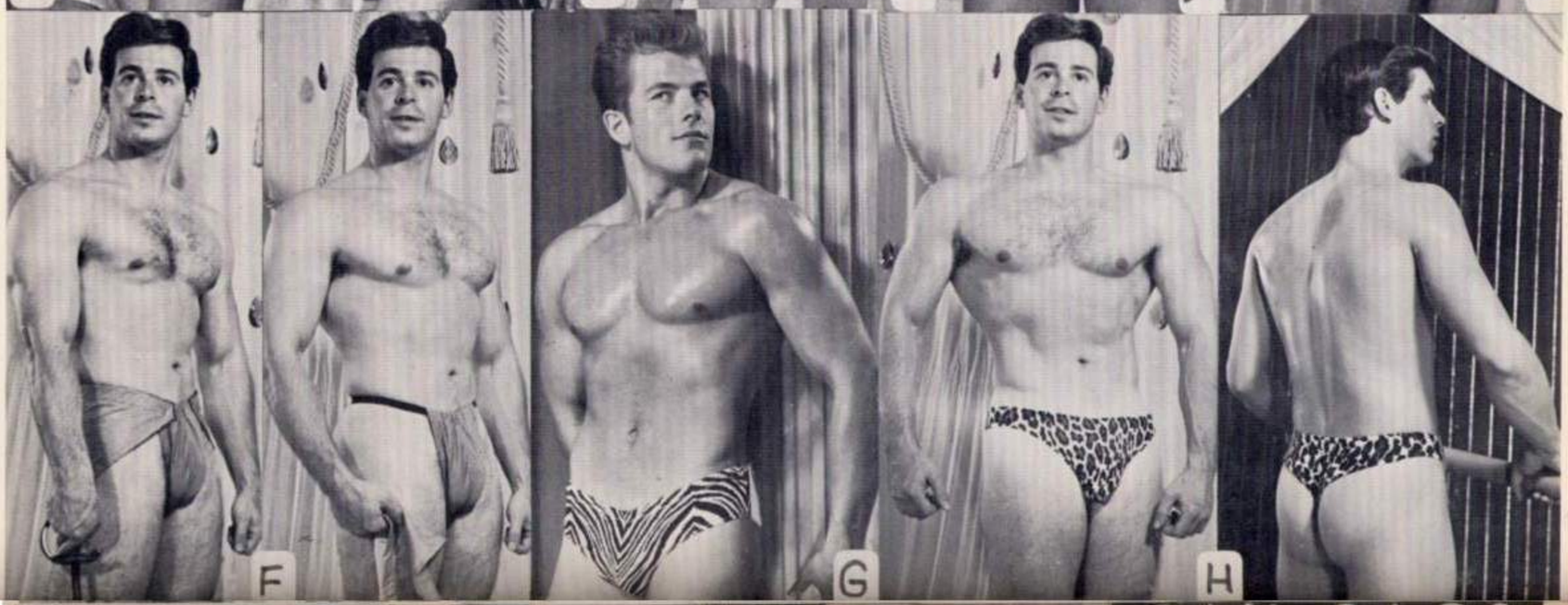

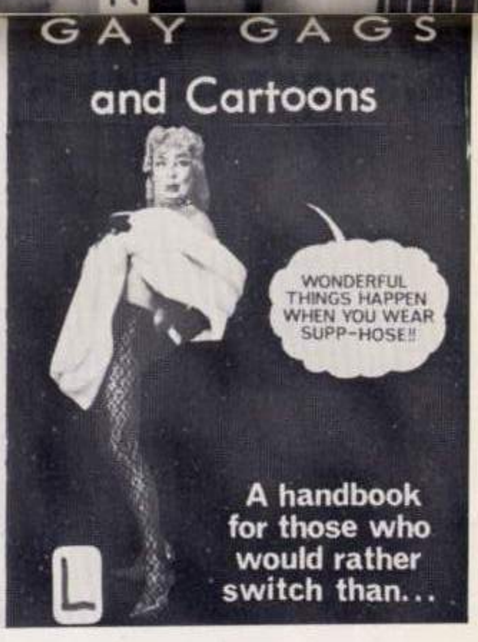
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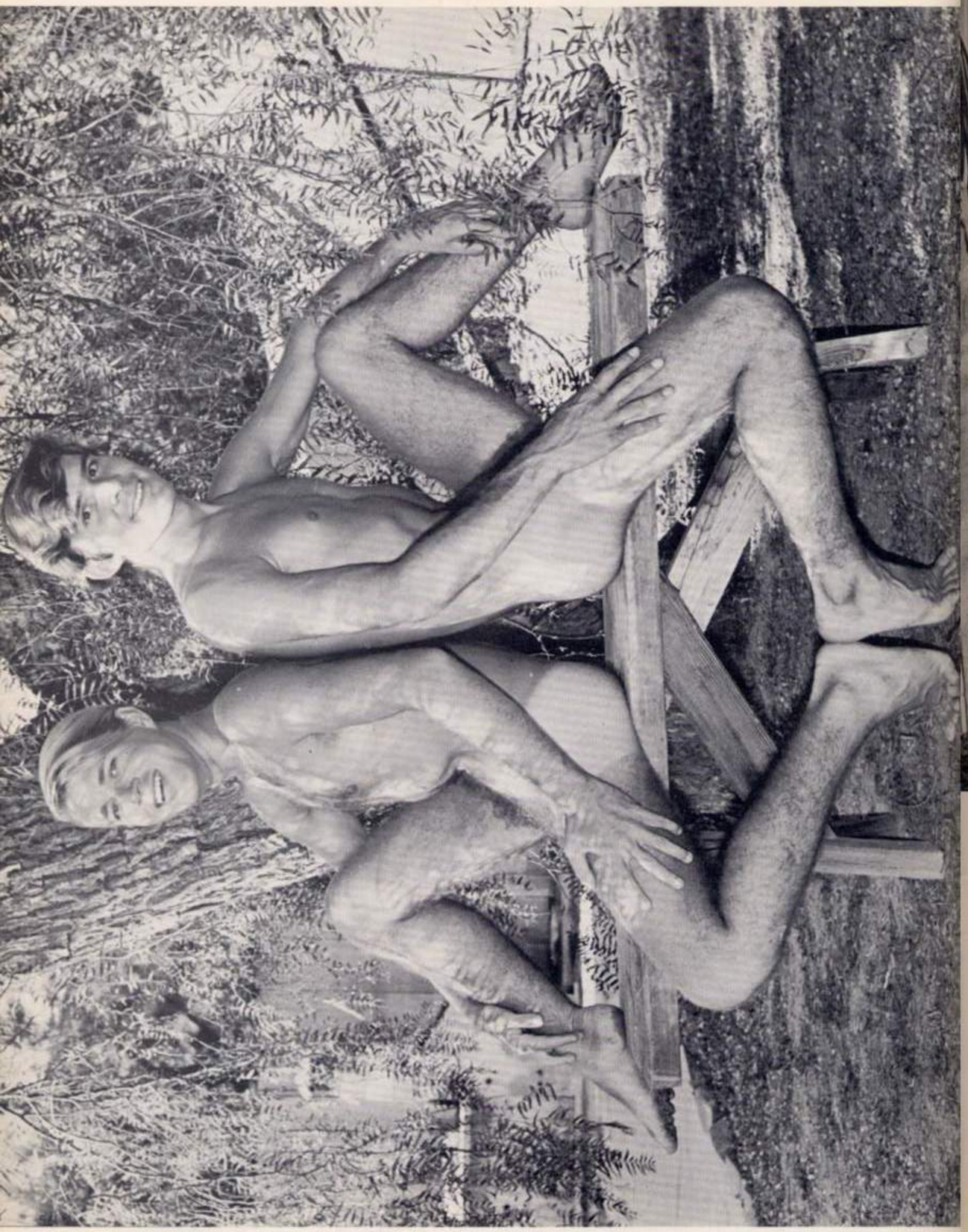

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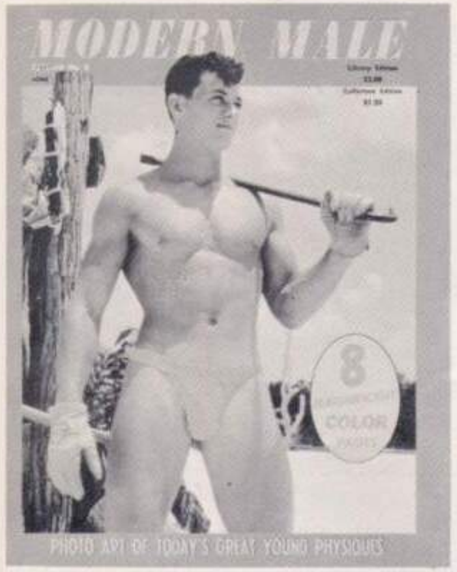

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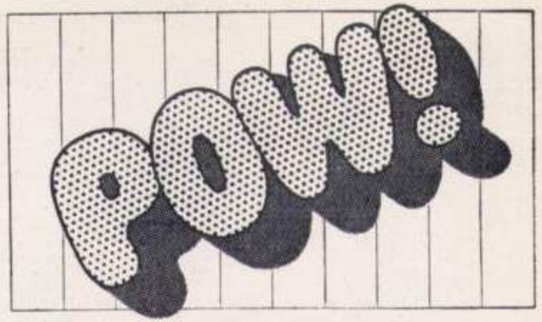

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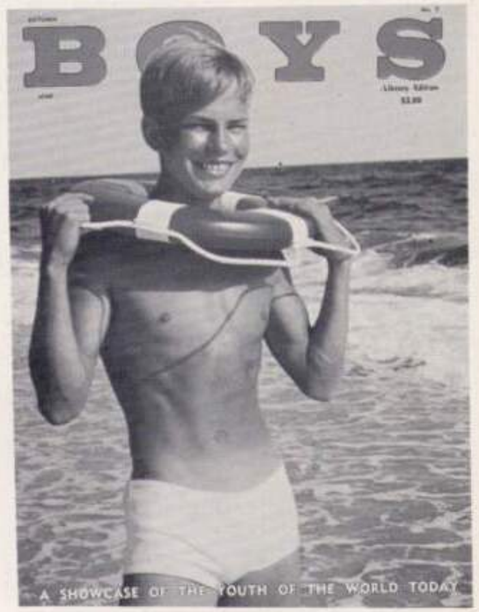

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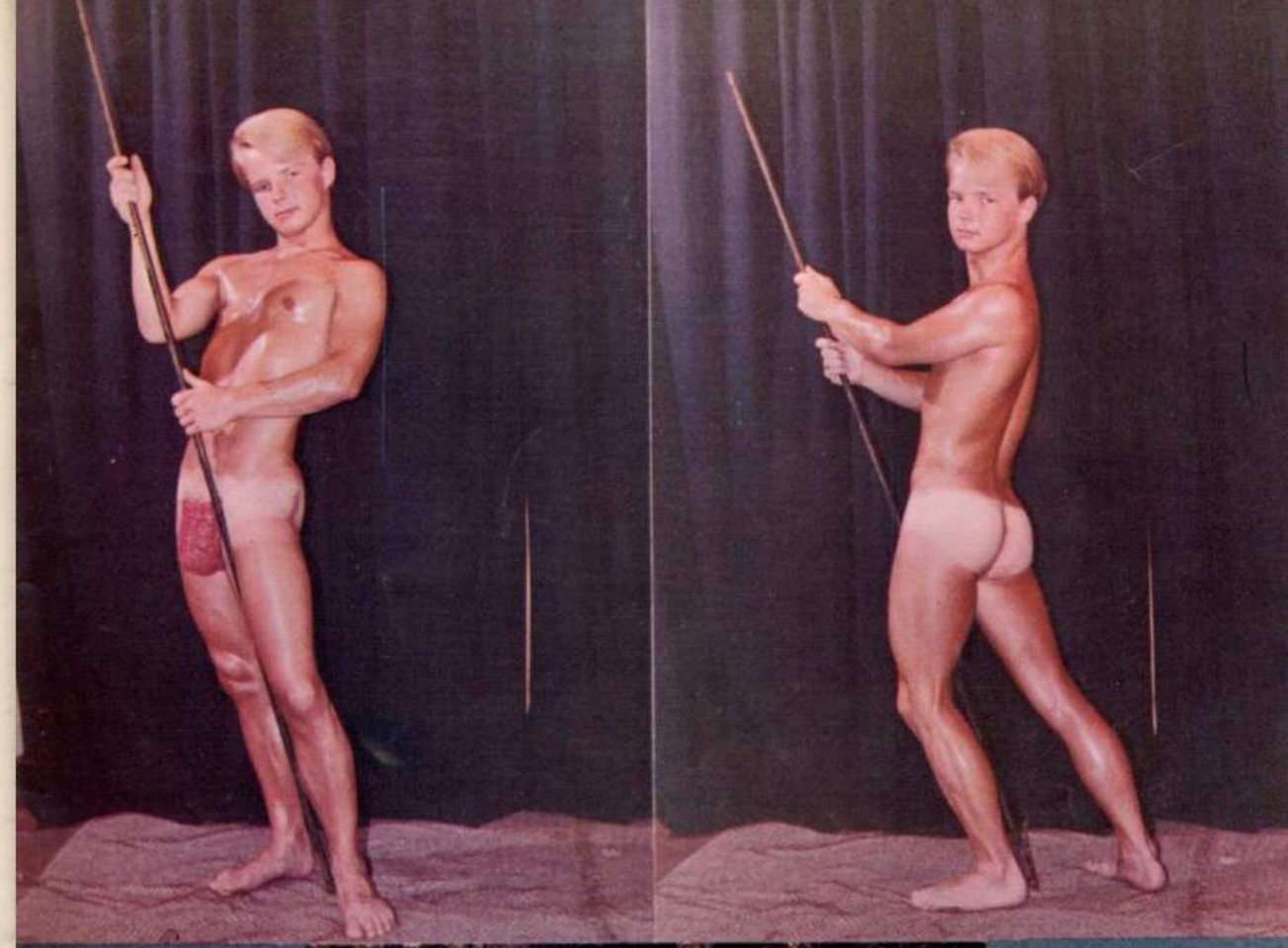

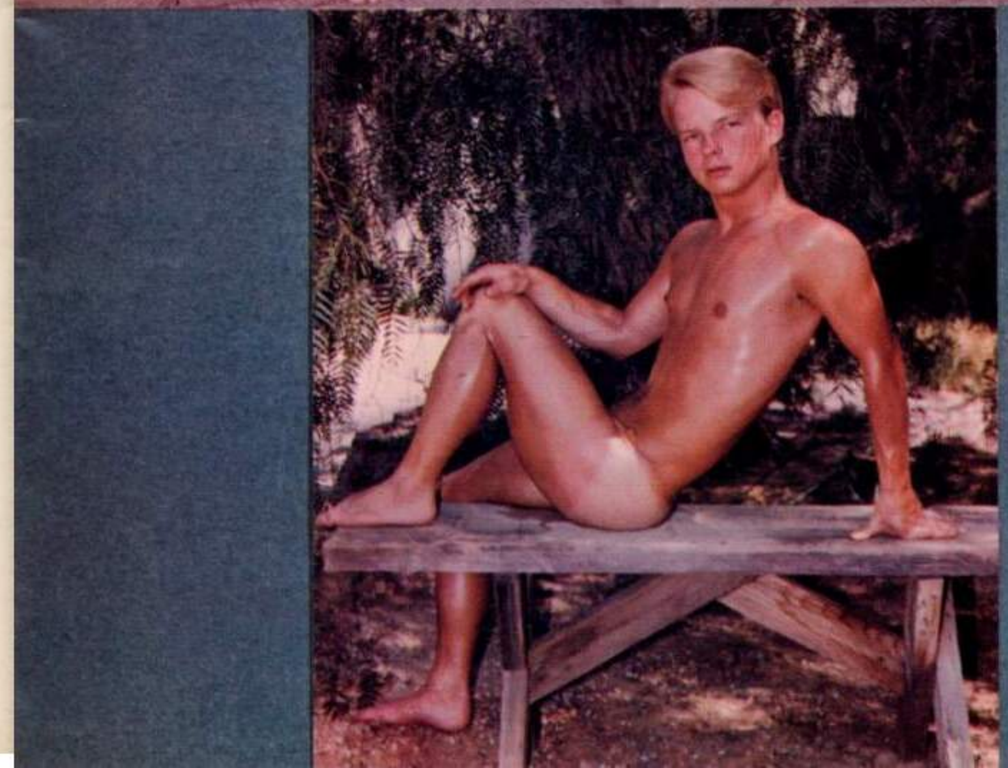

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